MASSART

Board of Trustees

Advancement Committee Meeting
September 24, 2026
2:30 PM - 3:30 PM
Zoom

Committee Members in Attendance: Committee Chair Saragoni, Trustee Sherman, Trustee Talland

Committee Members Absent: Board Chair Bascome, Vice Chair Korn

Staff in Attendance: Temple Gill, Hannah Johnson, Robert Chambers, Mary Grant, Emily Foster Day, Lyssa Palu-ay, Corey Zink, Antony Flackett, Brenda Molife, Jan Taylor, Caoimhe Markey

1. **Call to Order**

   Chair Saragoni called the meeting to order at 2:34 PM.

2. **Vote on Meeting Minutes - May 29, 2026**

   On a motion by Trustee Sherman and second by Trustee Talland, it was then **VOTED: to approve the meeting minutes from May 29, 2026.**

   Yes: Committee Chair Saragoni, Trustee Sherman
   Abstain: Trustee Talland

3. **Marketing & Communications**
   a. **Undergraduate and Graduate Admissions Marketing Update**

      Temple Gill reviewed the ongoing refresh of undergraduate recruitment materials, including a new viewbook, a travel piece, one-pagers for prospective undergraduates and graduate students, as well as a brochure for prospective transfer students.

   b. **Social Media Strategy**

      Temple also showed the committee social media admissions ads and provided a high-level overview of MassArt's social media strategy and content priorities. There were discussions about the frequency of updating materials and goal setting for social media.

4. **Institutional Advancement**
   Emily Foster Day introduced Jan Taylor, Institutional Advancement's newest team member and Director of Individual Giving.

a. **FY2026 Fundraising & FY2027 Goals**

Emily reviewed the end of year fundraising totals for fiscal year 2026, which reached 111% of IA's goals at $4.4M. For FY2027, a $4.4M goal has been set, with particular focus on growing the endowment and annual unrestricted pools.

b. **Fall Events & Donor Engagement Opportunities**

Emily ran through upcoming fall events:

i. September 29, VIP Preview of MAAM's Fall Exhibitions
ii. October 14, Kris Moran Talk & *Asteroid City* Screening
iii. October 22, Alumni Biennial Opening
iv. October 26, *Women Laughing* Screening & Pre-Reception

She also flagged two major spring events: the MassArt Auction on April 10, 2027 and MassArt Fashion Show Party on May 15, 2027.

c. **Campaign Update**

i. **Campaign Planning & Case Statement Development**
Emily discussed the upcoming endowment fundraising campaign for MassArt, which will focus first on a $15 million dollar endowment goal to support the MassArt Art Museum (MAAM).

5. **New Business**

There was no new business.

6. **Adjournment**

The meeting adjourned at 3:18 PM.

Meeting materials:

1. May 29, 2026 Meeting Minutes
2. Advancement Committee Updates Memo
3. Slide presentation